

**A Report on One-day IP Awareness Program on
"National IP Outreach Mission in Viksit Bharat"
organized by MITS- IPFC
on 15.03.2025**



Report submitted by Dr. P. Sivaiah, Associate Dean – R&D and Associate Professor, Department of Mechanical Engineering.

Chief Guest Details: Ashok Doppalapudi, Director - IPR Tribe, Hyderabad

Venue: Madanapalle Institute of Technology & Science Madanapalle, Andhra Pradesh

Report Received on 09.04.2025

Mode of Conduct: Offline

Inaugural Session & felicitation:

Introduction

The inaugural session of the event marked the official opening of the workshop bringing together participants, industry experts, academics, etc. from various sectors to discuss, deliberate, and exchange ideas on intellectual Property Rights (IPR). The session set the tone for the upcoming discussions, setting the stage for the entire workshop.

Opening Remarks

The event commenced with the opening remarks from **Dr. P. Sivaiah**, Associate Dean-R&D, who welcomed all attendees and provided a brief overview of the event's significance and goals. **Dr. R. Thulasiram Naidu**, Advisor-R&D and consultancy expressed gratitude for the presence of distinguished guests, speakers, and participants, setting a positive tone for the upcoming proceedings. Following the welcome speech Salutation and Intro about MITS is given by the **Dr. C. Yuvaraj**, Principal. The speech addressed several pertinent topics that resonated deeply with the participants, encouraging them to think critically and engage actively in the workshop sessions. The chief guest of the event **Ashok Doppalapudi**, Director - IPR Tribe, Hyderabad addressed the gathering on introduction about IPR and conveyed thanks for organizers for invited him. The speeches were followed by a round of applause, showing the appreciation and respect of the attendees towards the distinguished speaker.

Felicitations:

The felicitation ceremony itself was conducted with great respect and admiration. **Dr. C. Yuvaraj**, Principal invited chief guest and guests to the stage individually, where they were presented with a shawl & award as a token of appreciation for their significant contributions. The ceremony served not only as a moment of acknowledgment but also as an inspiration to the attendees.

Closing Remarks of the inaugural session:

The inaugural session concluded with closing remarks from **Dr Thota SS Bhaskara Rao**, Assistant Professor, Dept of ME, who thanked the management, Principal, R&D cell, participants, guests, and speakers for their contributions and participation.

Inaugural Session & felicitation photos:



Session 1: Patents, Trademarks & Beyond: Safeguarding Innovation in Startups

This session was presented by the **Ashok Doppalapudi**, Director - IPR Tribe, Hyderabad. He mentioned that for startups, intellectual property is not just about protecting ideas—it's about creating a foundation for growth and long-term success. Patents, trademarks, copyrights, and trade secrets offer crucial protection against competitors and can increase the overall value of a business. By understanding the various types of IP protections and implementing a robust strategy, startups can safeguard their innovations, enhance their market position, and create new opportunities for revenue generation and investment. As such, IP should be viewed as an essential component of a startup's business strategy rather than an afterthought. In his presentation, enlighten the audience on various types of IP's. Also, explained the below points in detailed.

- The Role of IP in Startup Growth
- Challenges and Considerations
- Best Practices for Safeguarding Innovation

Session 2: IPR Awareness session & MSME&IPFC funding opportunities and procedures

Dr. P. Sivaiah, Associate Dean-R&D, MITS. He explained that MSMEs are vital for the economic growth of India. They contribute significantly to employment, exports, and industrial output. However, MSMEs often face challenges in protecting their intellectual property (IP) due to limited resources, awareness, and technical expertise. In response, the Government of India has implemented several schemes and support mechanisms to assist MSMEs in securing and managing their IP rights. **Dr. P. Sivaiah** explained and showed the various government schemes and support initiatives available to MSMEs for IP protection through MSME official website as shown below. Further, He discussed the MSME Support for Commercialization of IP (MSME-SCIP) Programme scheme and discussed the benefits of the IPFC and TTFC scheme documents. A few of the scheme benefits were discussed as shown below.

- Support for IP Commercialization
- Support for IP Reimbursement
- IP Advisory and Consultation

MyMSME

Beware of Fake Sites. For MSME (Udyam) Registration, the official site is <https://udyamregistration.gov.in>

MSME Units are requested to Onboard on TReDS Platform. Three available platforms are 1. <https://www.ndl.in>, 2. <https://www.mtxcha>

MSME e-Transaction Count : 45788 169

Background : Ease of Doing Business Initiative

Ministry of Micro, Small & Medium Enterprises

Micro, Small and Medium Enterprises (MSME) sector has emerged as a highly vibrant and dynamic sector of the Indian economy over the last six decades. Read More...

Schemes

1. Udyam Registration [Click here..](#)
2. MSME Dashboard [Click here..](#)
3. Incubation [Click here..](#)
4. MSME Samadhan [Click here..](#)
5. MSME Samadhan [Click here..](#)
6. Credit Linked Capital Subsidy Scheme [Click here..](#)
7. Cluster Development Programme [Click here..](#)
8. Design [Click here..](#)
9. Procurement and Marketing Support Scheme [Click here..](#)
10. Intellectual Property Rights [Click here..](#)
11. Scheme of Fund for Regeneration of Traditional Industries (SFURTI) [Click here..](#)
12. MSME Testing Centre [Click here..](#)
13. International Cooperation [Click here..](#)
14. Grievance Monitoring System [Click here..](#)
15. MSME DataBank [Click here..](#)
16. Aspirational District [Click here..](#)
17. Zero Defect Zero Effect [Click here..](#)
18. B2B Portal [Click here..](#)
19. Credit Guarantee (CGTMSE) [Click here..](#)
20. Prime Minister Employment Generation Programme (PMEGP) [Click here..](#)
21. A Scheme For Promoting Innovation, Rural Industry & Entrepreneurship (ASPIRE) [Click here..](#)
22. MSME Schemes [Click here..](#)

Session 3: IP Strategies for Startups: Build, Protect, Monetize

Ashok Doppalapudi, Director - IPR Tribe, Hyderabad given expert lecture on “IP Strategies for Startups: Build, Protect, Monetize”. He highlighted that an effective IP strategy is critical to the success of startups in today’s competitive market. By building a strong IP portfolio, protecting these valuable assets, and monetizing IP through licensing, partnerships, or sales, startups can unlock significant business opportunities, enhance their market position, and secure a sustainable competitive advantage. A well-managed IP strategy not only protects a startup’s innovations but also serves as a valuable asset that can drive revenue, attract investors, and fuel growth. Startups that prioritize and strategically manage their IP will be better positioned for long-term success. He outlines and explained a three-phase approach for startups to effectively manage their intellectual property: Build, Protect, and Monetize.

- Phase 1: Building an IP Portfolio
- Phase 2: Protecting IP Assets
- Phase 3: Monetizing IP Assets



Session 4: Idea to IPR and opportunities for Startups

This session was presented by the resource person Dr. K. Arul kumar, CEO, Algain Electronics Private Limited, Chennai. He discussed that Innovation is the driving force behind startups, and intellectual property rights (IPR) play a critical role in protecting these innovations. As startups move from the concept stage to commercialization, understanding how to convert ideas into intellectual property (IP) can offer significant opportunities for differentiation, protection, and growth. The below steps outline the process of transforming an idea into intellectual property, explore the different types of IPR available to startups, and identifies the opportunities that effective IP management can unlock for entrepreneurs.

- Identifying the Value of an Idea
- Choosing the Right Type of Protection
- The Application Process

Further, He highlighted the Opportunities for Startups in IPR with below points.

- Monetizing IPR
- Attracting Investment
- Building Brand Identity and Market Differentiation
- Preventing Competitor Imitation
- International Expansion